

ORDER



WKYC

Orders	Order / Rev:	<u>705301</u>	
	Alt Order #:	<u>06267278</u>	
	Product Desc:	<u>NRCC-IE 2012</u>	
	Estimate:	<u>2954</u>	
	Flight Dates:	<u>10/19/12 - 10/25/12</u>	
	Original Date / Rev:	<u>08/08/12 / 10/05/12</u>	
	Order Type:	<u>Political</u>	
			WKYC
			<u>Joe Knauer</u>
			<u>T-WAS</u>
			<u>NAT</u>
Agency	Name:	<u>National Media Research Planning/ PC</u>	
	Buying Contact:	<u></u>	<u>Cash</u>
	Billing Contact:	<u></u>	<u>Broadcast</u>
		<u>815 Slaters Lane</u>	<u>EOM/EOC</u>
		<u>Alexandria, VA 22314</u>	<u>Agency Commission:</u>
			<u>15%</u>
Advertiser	Name:	<u>NRCC-IE</u>	
	Demographic:	<u>A35+</u>	<u>New Business Thru:</u>
	Product Codes:	<u>PL-State/Local,IS-Issue/Non</u>	<u>Order Separation:</u>
	Priority:	<u>P-1</u>	<u>Advertiser External ID:</u>
	Revenue Codes:	<u>AGY, GEN, POL</u>	<u>Agency External ID:</u>

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/25/12	39	\$58,850.00	\$50,022.50	October 2012	39	\$58,850.00	\$50,022.50	0.00
					Totals	39	\$58,850.00	\$50,022.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer	North America	North America	Start Of Order - End Of Order	100%

Joe Knauer Start Of Order - End Of Order 100%

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Advertiser: NRCC-IE
Product Desc: NRCC-IE 2012
Estimate: 2954

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 26	WKYC	10/23/12	10/23/12	Tonight Show	CM	1135p-1237a	-T-----	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
TONITE SHW-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12															
E 27	WKYC	10/23/12	10/23/12	M-F 4-5p	CM	4p-5p	-T-----	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12															
E 28	WKYC	10/23/12	10/23/12	M-F 430a-5a	CM	430a-5a	-T-----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
CH 3 NEWS 430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12															
E 29	WKYC	10/23/12	10/23/12	M-F 5-6a	CM	5a-6a	-T-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12															
E 30	WKYC	10/23/12	10/23/12	M-F 5-6p	CM	5p-6p	-T-----	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12															
E 31	WKYC	10/23/12	10/23/12	M-F 7-9a Today	CM	7a-9a	-T-----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12															
E 32	WKYC	10/24/12	10/24/12	M-F 11-1135p	CM	11-1135p	--W----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
Channel 3 News at 11p M-F															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12															
E 33	WKYC	10/24/12	10/24/12	Tonight Show	CM	1135p-1237a	--W----	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
TONITE SHW-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12															
E 34	WKYC	10/24/12	10/24/12	M-F 4-5p	CM	4p-5p	--W----	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
Ellen Degeneres															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12															
E 35	WKYC	10/24/12	10/24/12	M-F 430a-5a	CM	430a-5a	--W----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
CH 3 NEWS AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12															
E 36	WKYC	10/24/12	10/24/12	M-F 5-6a	CM	5a-6a	--W----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
Channel 3 News @ 5AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12															
E 37	WKYC	10/24/12	10/24/12	M-F 5-6p	CM	5p-6p	--W----	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
Dr. Phil															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12															
E 38	WKYC	10/24/12	10/24/12		CM	7a-9a	--W----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00

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M-F 7-9a Today Today Show															
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-- W----		1	\$1,800.00			0.00					
												Totals	39	\$58,850.00	